

IN THE CLAIMS:

1. (Currently Amended) A method of promoting a ~~creative work~~ theater show, comprising:

for a to-be-promoted ~~creative work~~ theater show, ~~posting for public access~~
~~establishing~~ an Internet site relating to the show ~~creative work~~, and ~~after posting~~
~~the site, optionally updating and/or revising the site one or more times; and,~~
 after posting the site, distributing a permanent non-paper announcement
 item for the site.

2. (Currently Amended) The method of claim 1, wherein the permanent non-paper announcement item ~~comprises~~ is a beach towel including the Internet site address.

3. (Canceled)

4. (Currently Amended) The method of claim 3 1, wherein ~~the musical creative work is~~ a new musical theater work is promoted.

5. (Original) The method of claim 4, wherein the site includes a ticket purchasing feature for the new musical theater work.

6. (Original) The method of claim 1, wherein the announcement item is reusable.

7. (Original) The method of claim 1, wherein the permanent announcement item is observable by others besides a person to whom the item was directly distributed.

8. (Original) The method of claim 2, wherein the Internet site address is embroidered onto the towel.

9. (Currently Amended) The method of claim 1, wherein the site includes, ~~either as posted or as updated/revised~~, at least one musical sample clip of a tune from the show.

10-13. (Canceled)

1 14. (Currently Amended) A ~~creative-work~~ promotional beach towel, comprising:
 2 a beach towel including an Internet domain name relating to a ~~creative-work~~
 3 theater show, wherein the name ~~is for an~~ ~~represents a publically accessible active~~
 4 Internet website on which appears content relating to the ~~creative-work~~ theater
 5 show.

1 15. (Currently Amended) The beach towel of claim 14, wherein the ~~creative-work~~
 2 ~~is a musical~~ theater show is a musical theater show.

16. (Original) The beach towel of claim 14, wherein the name is embroidered.

1 17. (Original) The beach towel of claim 15, wherein the Internet website includes at
 2 least one song clip of a tune from the show.

18. (Original) The beach towel of claim 15, wherein the Internet website includes a
 ticket purchasing feature.

19-20. (Canceled)

1 21. (New) The method of claim 1, wherein the creative work being promoted is
 2 Worlds Away Musical.

1 22. (New) The method of claim 1, wherein the Internet site is
 2 www.WordsAwayMusical.com.

1 23. (New) The method of claim 1, wherein the permanent non-paper announcement
 2 item is selected from the group consisting of a beach towel, a ceramic mug,
 3 luggage, an article of clothing, jewelry, an accessory and sunglasses.